

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**  
November 13, 2012  
4:00 – 6:00 p.m.  
AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Brian Folb, President, Paramount Contractors  
Duke Gallagher, Treasurer, The Production Group  
Carol Massie, Secretary, McDonald's Restaurants  
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios  
Fabio Conti, Fabiolus Cucina  
Charles Eberly, The Eberly Company  
Kitty Gordillo, Hollywood Wilshire YMCA  
John Given, CIM Group  
Elizabeth McDonald, Los Angeles Film School  
Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences*

**Absent**

*Melissa Logan, Amoeba Music  
John Lupo, JMPL Property Management  
Harout Markarian, Western Diocese of the Armenian Church  
Fred Rosenthal, Ametron  
Mike Smith, Broadreach Capital*

**Consultants**

*Sarah Besley, Executive Director  
Kerry Morrison, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance*

**I. Call To Order**

President Brian Folb called the meeting to order at 4:07 p.m.

**II. Public Comment**

There was no public comment.

**III. Introductions**

Introductions were made around the room.

James Haydu, the new Executive Director of SEE-LA, introduced himself to the board and expressed his interest on behalf of the Hollywood Farmers Market and Farmer's Kitchen in partnering with the Sunset & Vine BID Hollywood Farmers Market and Farmer's Kitchen. Haydu previously managed the Pike Place Market in Seattle.

Michael Gargano and John Luciano from Argent Millennium Partners presented renderings of the proposed Millennium Hollywood Project, adjacent to the Capitol Records building. The project is located on 4.47 acres and will encompass 1.2 M square feet of development. Gargano expressed the various goals of the project including: preserving view corridors of Capitol Records; setting aside open space at the ground level; and blending several uses, such as retail, office, residential, hotel and a sport club. The project will also include 2,000 parking spaces. Gargano noted that the Draft EIR has been released and the comment period ends on December 25.

#### **IV. Approval of Board Minutes**

##### **A. Minutes from October 9, 2012**

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

**It was moved by John Given, seconded by Roxanna Sassanian and CARRIED to approve the Minutes from the meeting on October 9, 2012. The minutes were unanimously approved.**

#### **V. Treasurer's Report**

##### **A. Treasurer's Report ending October 31, 2012**

A packet of financial statements was distributed to the board, which included: a 2012 cash flow statement; the October 31<sup>st</sup> balance sheet; a proposed 2013 budget and projected cash flows; and a draft copy of the 2013 Planning Report. Assuming current projections, the CHC will roll-over approximately \$70,000 into the 2013 budget. Gallagher segregated \$30,000 of roll-over funds for the purpose of providing matching funds for MTA Call for Projects grants that may be released to the organization next year.

**It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to approve the Treasurer's Report ending October 31, 2012. Unanimously approved.**

**It was moved by Charles Eberly, seconded by Kitty Gordillo and CARRIED to approve the 2013 Planning Report. Unanimously approved.**

#### **VI. Committee & Program Reports**

##### **A. Nominating Committee**

1. **2013 Slate Announcement** – Pogorzelski reported on behalf of the Nominating Committee (Pogorzelski, Gordillo, Falzone) had interviewed two prospective board members: Arthur Stroyman (Kilroy Realty) and Katie Seymour (Windsor Properties/Sunset & Vine Apartments). Both candidates gained the committees recommendation and will be included in the slate, along with returning board members: Sassanian, Given, Logan, Massie and Folb. Assuming there are no contests, the slate of officers will be elected at the February 12<sup>th</sup> meeting.

## **B. Marketing and Communications**

- 1. Sunset & Dine** – Strecker reported that the committee has begun meeting to plan the 2013 Sunset & Dine in cooperation with AMPAS. The committee is currently considering three potential dates for the event: May 9, 16, and 23, which will coincide with the opening of the Oscars Outdoors program. AMPAS has generously offered to screen a movie at the event and Amoeba has already volunteered to provide a DJ. The committee is also considering a list of potential charities that could be recipients of grants from the event's proceeds, as well as a video contest. Folt said he wanted to especially thank AMPAS for their support.
- 2. 2013 Visitors Guide** – Strecker reported that the 2013 Visitors Guide is complete and is in circulation. Strecker noted that several board members advertised in the guide including LA Film School and Amoeba, and he thanked them for their participation.
- 3. Hollywood Web Portal** – Strecker reported that HPOA staff organized a brainstorm session with members of the HED to discuss marketing objectives for the coming year. When discussing the multiple websites and social media outlets managed by both BIDs, the committee suggested that both boards consider upgrading their websites to allow interaction on mobile devices and create more contemporary interfaces. One possible suggestion involves creating one main portal for both BIDs, which would still lead to pages specific to each entity. This option will continue to be explored.

## **C. Security Committee**

- 1. Security Contract RFP Working Group** – Mariani thanked Sassanian, Rosenthal and McDonald for participating on the RFP Working Group, which evaluated 21 companies and interviewed four finalists. After much discussion, the working group recommended that the board proceed to negotiate a contract with Andrews International Security, and possibly introduce some new deployment strategies, such as unarmed ambassadors or visible foot beats. The board asked that the HPOA staff provide a summary of the deliberation process at the December meeting, before they proceed with a recommendation.
- 2. LAPD/Nighttime Issues** – Folt stated that there has been some concern about the number of restaurants with 47 licenses, which are actually operating as nightclubs. In response to a meeting held with the Chamber, LAPD, CD-13, and both BIDs, Angela Motta agreed to organize a task force to: examine enforcement strategies and gather greater cooperation between the Zoning Administrator, City Planning, ABC, LAPD, etc. Morrison will provide an update on the progress of these meetings at the December meeting.
- 3. Hollywood Homeless Count** – Mariani stated that the homeless count will take place on January 31, 2013, and board members are encouraged to participate.

## **D. Streetscape Committee**

- 1. MTA Call For Projects** – Besley reported that she has met with a representative from the Mayor's Office to discuss the release of CRA funds that are required as a match for

the MTA grant. The Department of Finance has raised objection to the amount of CRA monies and may reduce or deny the allocation of funds. HPOA staff will be corresponding with representatives from the MTA to determine how best to advocate for these funds.

- 2. Sidewalk Liability and Repair** – Besley said that she and Morrison met with representatives from the Public Works Commission and CD-4 to identify a possible strategy indemnify BIDs from trip and fall claims on city sidewalks. HPOA staff will be compiling a history of claims and insurance premiums to present to the board to help convey the impact on the HED and consequently other BIDs.
- 3. Solid Waste Franchise Ordinance** – Mariani stated that the item will go before city council tomorrow and public comment will be limited to 20 minutes. Morrison stated that there has been talk of a possible ballot referendum if it moves forward. Besley stated that several organizations are requesting an exemption for BIDs.

## **VII. New Business**

- A. CHC Stakeholder Survey** – Besley reported the survey is available online, and the link was emailed to all property owners. The results will be presented to the board in December or January depending on the response level.
- B. CD 13 Candidate Questionnaire** – A draft questionnaire was included in the meeting packet for the board to review and comment on. Currently there are 20 candidates in the race for the CD-13 seat.
- C. Bylaws Amendment** – Morrison asked to defer this item until next month. The amendment entails a conflict of interest provision and whistleblower policy.

## **VIII. Old Business**

- A. Parking Matters** – Folb stated that Marcel Porras, CD 13, had spoken at the Chamber of Commerce and said the Vine Street Parking Garage will most likely open in 2013. Folb said the Chamber voiced concern about the garage not being open before the holidays. With regards to the Valet Parking Ordinance, Morrison said the city council's security committee will be hearing the item this Friday at city hall, and asked for support from board members at the hearing.

## **IX. STAFF ANNOUNCEMENTS**

- A. 10 Things We Learned at the IDA Conference** – Mariani and Strecker deferred their presentation until the next meeting, and will combine their report with Besley and Morrison's presentation from CDA.

## **X. Next Meeting**

The next meeting is scheduled for December 11, 2012.

**X. Adjournment:** The meeting was adjourned at 5:55 p.m.